

Best Practice example in Branding a Wine Region

We created a new consumer brand.

who we
are

To reflect

what we do
best

More than

Category of wine



It's the entire
experience of Wine
Country that makes
us special.

Research has shown that if we can
get wine lovers to visit...

Experience the lifestyle and
hospitality of
each region

They become fans and this is
where brand loyalty begins.



Wine
Country
OntarioTM

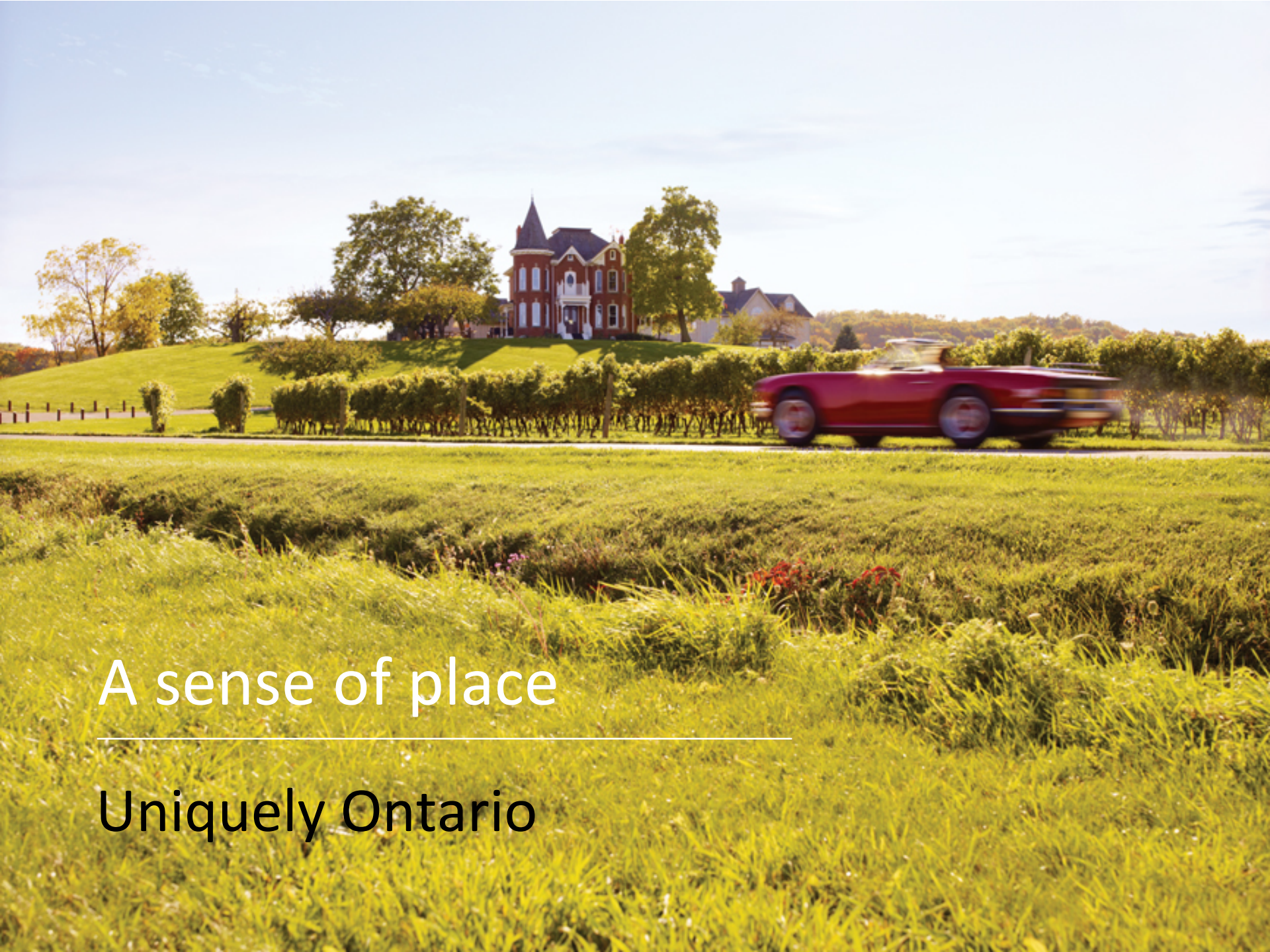
A shared
opportunity

To collectively
communicate our
wine story

To bring the full
wonder of the Wine
Country experience
to life

What is
Wine
Country
Ontario





A sense of place

Uniquely Ontario

A sense of place

Where grape growers

farmers

winemakers

food artisans

chefs

B&B owners and innkeepers

tour guides

tourists come together

The Wine Country Ontario brand
is the experience of every
person who interacts
with us...



A woman with curly hair, wearing a blue and white plaid shirt over a white top and blue jeans, is sitting on a small green stool in a vineyard. She is smiling at the camera. In the foreground, there are two yellow plastic crates on the grass. The vineyard rows stretch into the distance, with some other people visible working. The background is a dense forest with trees showing autumn colors. The text "Visiting wine country..." is overlaid in white on the bottom left.

Visiting wine
country...

buying...

ONTARIO RED BLENDS

"Our Ontario winemakers shine their brightest when making blended wines. They skilfully bring out the best of every grape, so you can expect wines like these red blends, which are OUTSTANDING and consistently delicious."

go LOCAL
It's seriously cool





Connecting
with us on
Facebook...

CLOSER THAN YOU THINK

2010
Your official year-round travel guide
(and more April 2011)

Niagara Escarpment & area



A strong brand is built and strengthened by a positive experience at every touch point.

New brand elements allow us to create a common
culture that we share...

mission

vision

positioning

essence

personality

Our goal was the perfect alignment

when what we
communicate
to our
audiences

Is what they
feel about us.



Our brand essence

Local tastes better.

Our brand **personality**

Welcoming

A down-to-earth,
unpretentious style

Proud

Feeling local pride

Pioneering

Showing tenacity

Passionate

an attitude that is youthful
and fresh

Confident

humble, not overt

Acting as
a catalyst

Connecting wines to food/
other cultural elements



Communicating
the wine-country
experience

The pillars of our brand

Place

Climate
appellations
core varieties
people
local cuisine
activities
natural beauty
fresh air
unhurried pace

The pillars
of our brand

Pride

wine country belongs to us
all

a shared provincial treasure

In what we do and how we
do it...

respect for our land and the
quality of our wines

The pillars
of our brand

Connectivity

Wine Country is accessible

Wine Country brings
together local cuisine
and events

A close-up photograph of a wine glass filled with white wine. The glass is positioned in the center-right of the frame. The background is a soft-focus bokeh of green leaves and yellow-orange flowers, suggesting an outdoor setting like a vineyard or garden. The lighting is bright and natural, creating a warm and inviting atmosphere.

The wineries role in helping our brand succeed

Communicating “authenticity”

BE

authentic

Communicating “authenticity”

demonstrate
the behaviours

sell our beliefs

communicate

Wine Country’s
details, personalities
and charm

Visitors are
looking for
an experience,
not just a tasting.



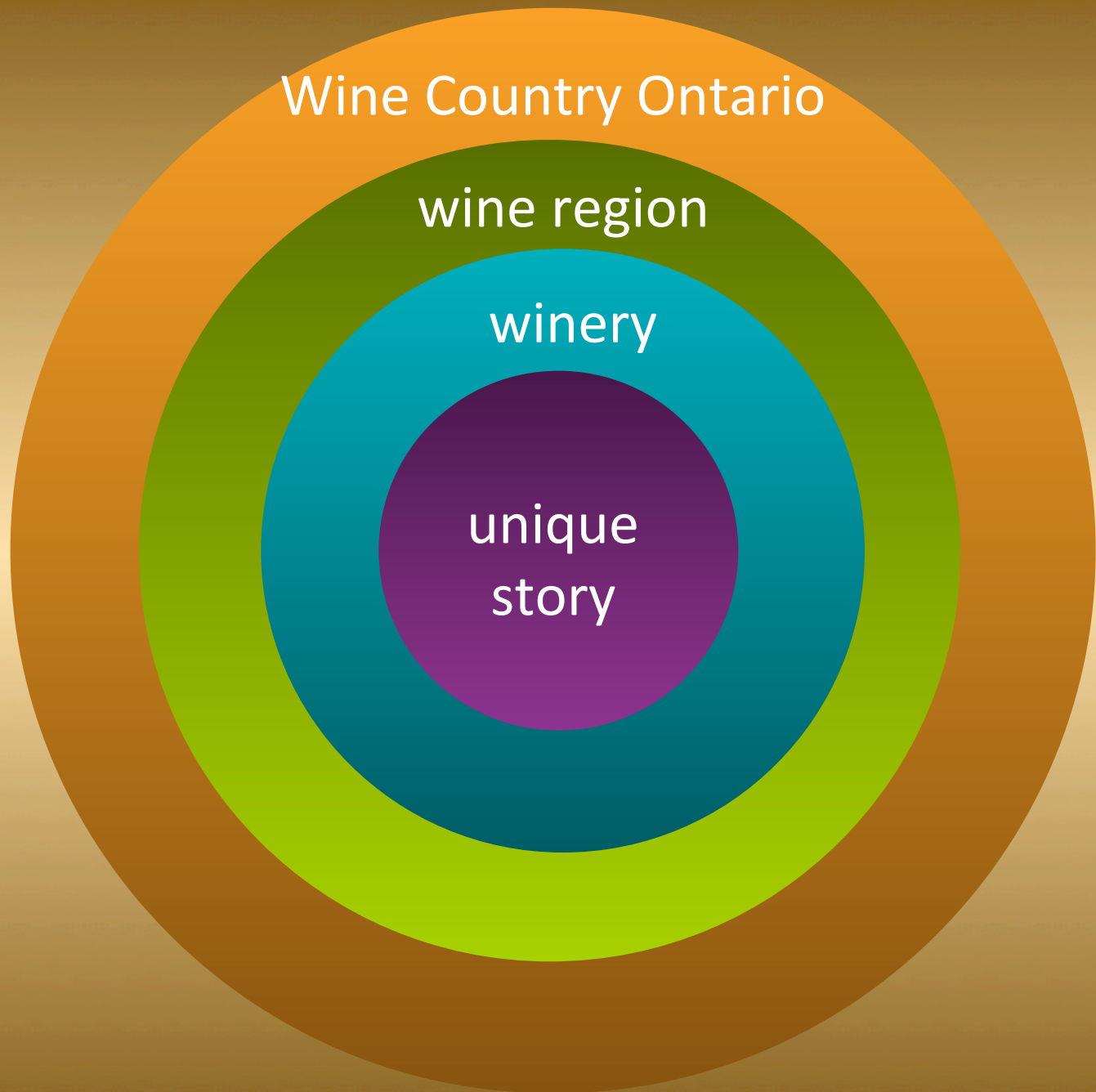


Collectively
telling our story

Creating a consistent
customer experience

A close-up photograph of a wine glass filled with white wine. The glass is positioned in the center-right of the frame. The background is a soft, out-of-focus scene of green leaves and warm, golden light, suggesting a sunny outdoor setting. The text "Brand loyalty is an emotional connection" is overlaid on the left side of the image, with "Brand" in black and "loyalty is an emotional connection" in orange.

Brand loyalty is an
emotional connection



We have increased our investment in wine
country tourism

How to talk about Wine Country Ontario

Wine Country Ontario is much more than a wine category. We are about the whole experience, from soil to sun to cuisine to music and shopping. We are a lifestyle, a celebration of the magic and wonder of “place.”

Created a brand implementation process and tools for wineries.





Created new imagery and communication tools....

Wine Country Ontario

A family of four is walking along a dirt path in a vineyard during autumn. The father is carrying the mother on his shoulders, and a young boy is walking ahead of them. The vineyard rows are on the left, and trees with yellow and orange leaves are on the right. The scene is bathed in warm, golden light.

Developed staff training. Media trained
winemakers and owners

Wine Country Ontario

Lastly we delivered
presentations to wineries,
tourism organizations,
DMO's and government.